

37-38

SWAIN SCHOOL OF DESIGN



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SWAIN SCHOOL OF DESIGN

INCORPORATED 1881 — NOT FOR PROFIT

NEW BEDFORD, » » » MASSACHUSETTS

Season of 1937 - 1938

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THE Swain School of Design, founded in 1881, operates under a limited Endowment Fund, established under the Will of its founder, William W. Swain. While there is no charge for tuition, registration fees are assessed each student, as set forth elsewhere in this catalog, as a guarantee of faithful attendance and earnest endeavor. The Swain School of Design is accredited, and a Charter Member of the American Federation of Arts. The School holds the distinction of being the oldest school in the State devoted exclusively to the teaching of Fine and Commercial Art, and during its fifty-six years of existence to be directly responsible for the developing of many successful students.

The Trustees make it possible for all to enjoy the benefits of the school, regardless of religious or political beliefs, whose character and condition entitle them to admittance.

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SWAIN SCHOOL OF DESIGN

Day Classes are in session, daily except Saturday,
9:00 A.M. — 11:45 A.M. 1:30 P.M. — 3:30 P.M.

Evening Classes are in session
Mon., Thurs., Fri. evenings. 7:30 P.M. — 9:30 P.M.

Saturday Morning Classes are in session
9:30 A.M. — 11:45 A.M.

Students are required to supply their own materials which may be purchased at the school at student rates.

All first year students are required to study cast and still life drawing at least one period each week during their first year.

GENERAL INFORMATION

Day Classes Begin September 27th; conclude May 20th
(Minimum Age Limit is Sixteen).

Evening Classes Begin October 4th; conclude April 29th.

Saturday Morning Classes Begin October 30th; conclude May 7th. (Minimum age for Children's Class is ten.)

The school observes a few special holidays announced during the school year. Holidays covering a period of one week or more occur at Christmas and in the Spring.

Students may enter on the first Monday of each month during the school year, when vacancies exist.



WILLIAM W. CRAFO GALLERY of the SWAIN SCHOOL OF DESIGN

FINE ARTS DEPARTMENT

THE aim of the Department of Fine Arts is threefold; first, to provide a sound training in the fundamentals of color; second, to give practical experience in the methods and processes of painting; and third, to offer students the opportunity to develop their own ideas in technique; the ultimate purpose of the training being to graduate students who may later become regular contributors to the Fine Arts.

Intensive study is required in the study of anatomy and the figure; drawing from the antique; perspective; still-life; composition; and when the weather permits, drawing and painting from nature. Additional subjects complement the course.

Students are given permission to major in any one of the different medias employed in the department. As the significance of originality supercedes imitation, the importance of being creative is stressed. We believe in the importance of understanding the development and contributions of all preceding schools of painting and painters as a means to an end, but not to the exclusion of the development of individuality.

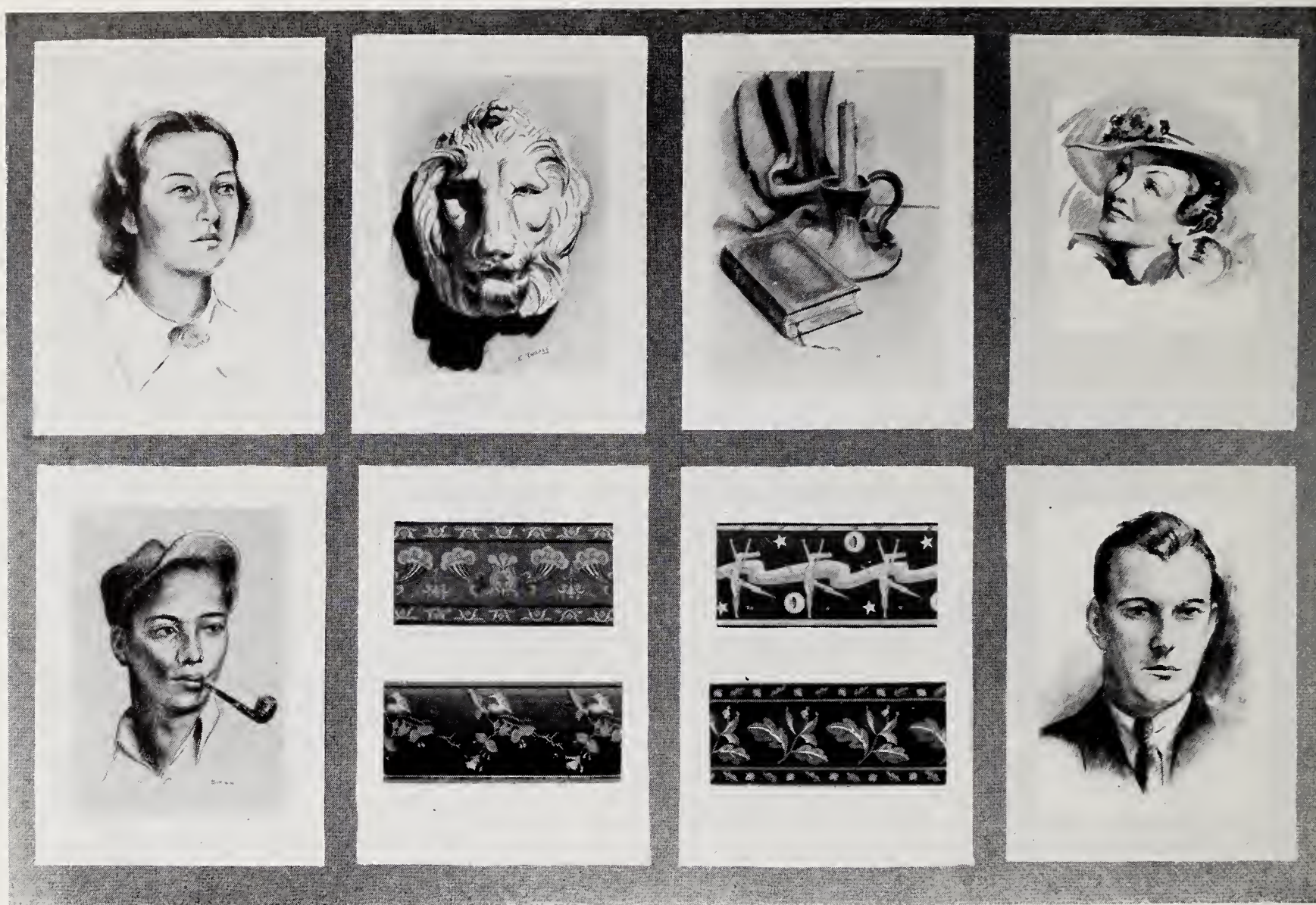
COMMERCIAL ART DEPARTMENT

THIS course is primarily designed for the purpose of training students in the different phases of Creative Art and Industrial Design. In the preparation of drawings and paintings for reproduction, due consideration is given the methods and processes necessary for the printing and engraving of the project.

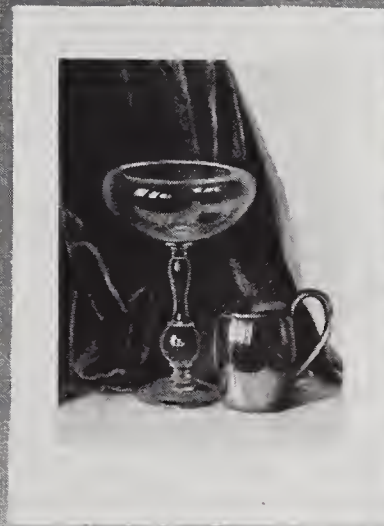
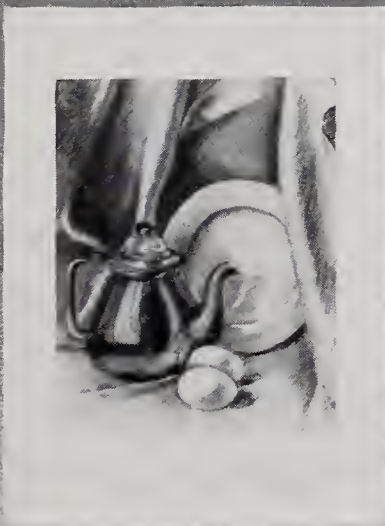
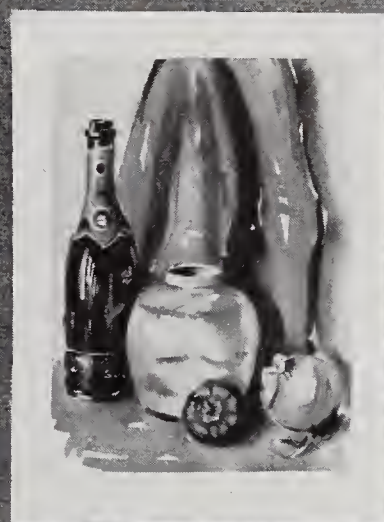
The outline of the course is a practical one, based on many years of actual experience, and includes exercises in color, design, life drawing, pencil, pen and ink, water color, oil, and anatomy.

The principles of composition, modern poster design and rapid pen and brush lettering are embraced in the course. Assignments are given to develop the sense of balance and tone in spacing, together with the compositional arrangement of illustration and text necessary in professional problems.

From the first pencil layouts, preliminary drawings develop to finished drawings to be used as newspaper or magazine illustrations, general advertising, posters, booklets, cover designs and merchandising projects.



The above original illustrations were reproduced from student water color paintings and charcoal drawings. The portraits were drawn from life during the regular afternoon sessions of the school.



Reproduced from original student charcoal and water color pointings from still life studio set-ups.

EVENING DIVISION

THE Evening Classes form an important department of the School. Men, women and young people who are employed during the day, or for other reasons are unable to attend the Day School, are offered practically the same opportunities, minus the lecture courses, as students enrolled in other departments of the school.

The Evening Division duplicates to a great extent the regular work of the Day School and does not omit any of the essentials required in the learning of drawing and painting. Students have the privilege of selecting their own subject matter and field of concentration. The instructors willingly co-operate to arrange a program of study to meet special requirements.

Extension courses in several Industrial Art subjects augment the general evening curriculum, and are usually of phases particularly important in merchandising, and retail store publicity.

The minimum age limit for students entering the evening classes is sixteen years. Certificates of accomplishment are awarded students completing four years of systematic study.

*DEPARTMENT OF ARCHITECTURE

THE purpose of the course is to offer men and women engaged during the day, and intent on acquiring a knowledge of architectural subjects, the opportunity to study during their spare time. No previous experience or training is required for admittance, other than to prove one's ability to pursue the requirements of the course.

The course includes the study of the orders of architecture and their application, house planning, framing and architectural rendering, general design and construction of buildings, and the rendering of full-size details. Brick work design and construction is included.

*THIS COURSE WILL BE OMITTED FOR THE SCHOOL YEAR 1937-1938 UNLESS THE NUMBER OF REGISTRANTS WHO ACTUALLY ENROLL AND PAY THE REQUIRED REGISTRATION FEE IS SATISFACTORY TO THE MEMBERS OF THE BOARD OF TRUSTEES.



Reproduced from students' oil and pastel paintings.

REGISTRATION FEES

Fees may be paid in one sum, or if preferred in three installments. When applicants divide the payment in three installments, PAYMENTS ARE DUE AND PAYABLE IN ADVANCE on the day of entrance, and the first Monday of January and March.

	Per Semester	Per Year
Full Time (Ten half days per week)	\$20	\$60
Part Time (Five half days per week)	10	30
Night School (Monday, Thursday and Friday, 7:30 P. M. to 9:30 P. M.)	7	20
Saturday Children's Class (Saturdays 9:30 A. M. to 11:45 A. M. Minimum age limit 6 years)	4	10
Saturday Adult Classes (Minimum age limit, 17 years)	4	10
Photography (20 lessons)	6	12
Show-Card Writing (20 lessons)	6	12

The advantage of the lower registration fee can be allowed only when the total amount, as specified, is paid within the first month of the school year.

Registration fees are not returnable, in whole or in part, for any cause whatever.

Admittance to classes will be refused unless registration fee is paid. No exceptions.

CHARGES

	Per Semester	Per Year
Model Fee (Freshmen, Evening and Saturday Students exempt) .	\$1.50	\$3
This charge is made to assist in the defraying of the expenses of models, and assures models for a period of twenty three sessions.		
Freshmen Laboratory Fee		\$2.00
Drawing Board Rental (returnable)		1.00
Locker		1.00
Locker Key (returnable)		.35

SATURDAY MORNING CLASSES

SEVERAL classes are maintained Saturday morning for children and adults. The first class accommodates children between the age of ten and twelve. In this class, children develop a love for creative expression in line and form through the making of objects ordinarily classified with arts and crafts. The projects completed in this division are practical and form a basis for successfully pursuing the work in the other classes.

A class for children between the age of twelve and fourteen trains the student in the fundamentals of drawing and painting, and furnishes the necessary training to enter the Commercial and Fine Arts group.



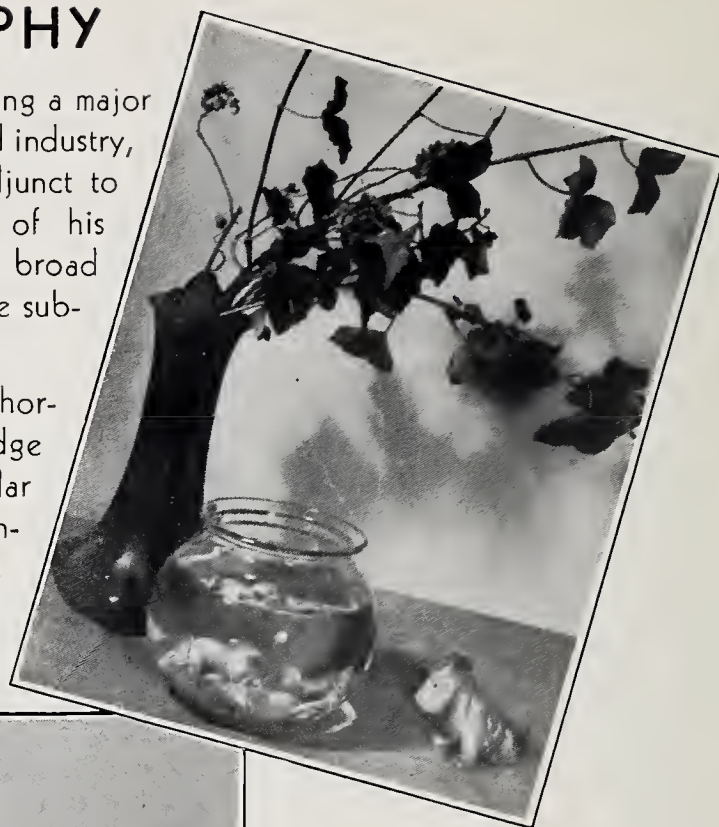
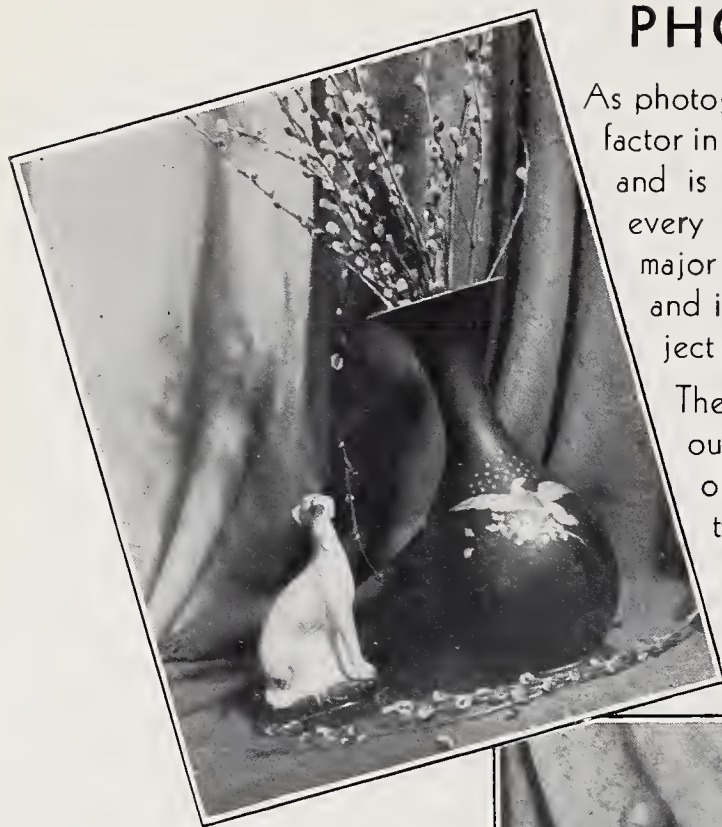
Students of Junior High and High School age may register in one of the upper classes designed to instruct in the principles of Creative Art, both for advertising and fashion illustration.

Adult classes are maintained for the teaching of the different phases of Fine Arts. The minimum age limit in this class is seventeen. Oil and Water Color Painting, Pastels, Charcoal and Tempera is emphasized in this department.

PHOTOGRAPHY

As photography is fast becoming a major factor in stimulating trade and industry, and is invaluable as an adjunct to every artist, irrespective of his major field of endeavor, a broad and intensive study of the subject is offered.

The course includes a thorough working knowledge of the various popular type cameras; a demonstration of lenses, illustrating their advantages and



limitations; the use of different emulsions and their relative speed; the selection and use of developers; demonstrations in the art of printing the negative and in the selection of the proper paper. The study of enlarging completes the training.

Nothing that is necessary to learn to photograph, print, develop and enlarge, is omitted

from the course, and practical working assignments from the taking of the picture to its completion is afforded each member of the class.

Classes meet one evening each week for a period of twenty weeks. The registration fee of twelve dollars, including the laboratory expense, is payable in two payments of six dollars each term.

SHOW CARD WRITING AND LETTERING



NO one factor influences our everyday life as much as lettering. It is quite obvious that our needs and habits are to a certain degree determined by the printed word.

Inaugurated as an evening extension course in nineteen hundred thirty-four, a comprehensive outline, including the essentials and major factors involved in the profession, enabled our students to quickly acquire a working knowledge of the subject.

The class is in session each Monday evening between the hours of 7:30 P. M. and 9:30 P. M. for a period of twenty weeks, beginning the first Monday in October.

The aim of the course is to mirror good taste, and to satisfactorily equip each student with the knowledge of pure design, lettering, layout and color, as to satisfactorily meet the existencies of the time.

Personal instruction is given each student by a competent instructor who for many years was actively engaged in the profession. The number of first year students accepted for this course is necessarily limited.



	MONDAY			TUESDAY	WED'SDAY	THURSDAY			FRIDAY			SAT.
X indicates the Day and Hour the classes are in session.	9:00 A. M. 11:45 A. M.	1:30 P. M. 3:30 P. M.	7:30 P. M. 9:30 P. M.	9:00 A. M. 11:45 A. M.	1:30 P. M. 3:30 P. M.	9:00 A. M. 11:45 A. M.	1:30 P. M. 3:30 P. M.	7:30 P. M. 9:30 P. M.	9:00 A. M. 11:45 A. M.	1:30 P. M. 3:30 P. M.	7:30 P. M. 9:30 P. M.	9:30 A. M. 11:45 A. M.
Anatomy				X								
*Architecture			X								X	
Composition									X			
Charcoal		X	X				X	X			X	X
Color									X			
Comm. Art 1 and Lettering					X							X
Comm. Art 2 and Lettering									X			
Costume Design 1 and Fashion Illustration					X							X
Costume Design 2 and Fashion Illustration									X			
Design 1						X						
Design 2						X						
*Life Drawing	X	X										
Oil Painting						X	X	X	X	X	X	X
Pastel Painting				X	X			X			X	X
Perspective 1				X								
Perspective 2					X							
Show Card Writing			X									
Water Color	X						X					
Photography			X									

*Classes in Life and Portrait Drawing will be in session one period each week during the regular school term for a period of **twenty-three weeks**. Models will be used at each class. Advanced students only are permitted in the Portrait and Life classes. Freehand drawing is required of all freshmen regardless of department. Should less than ten register for the Portrait class, the subject will be omitted. Architecture will not be given unless a sufficient number of students register.

LECTURE COURSES 1937-1938

Art Appreciation; History of Costume; Composition; Anatomy; Principles of Advertising; Theory and Use of Color; Elementary Perspective. Candidates for the diploma of the school are required to take Art Appreciation, Color, Anatomy, Composition and Perspective. Students majoring in Costume Design and Fashion Illustration are required to take the History of Costume in addition to the above required subjects. Students majoring in Commercial Art are required to take the course, Principles of Advertising in addition to the first group above.

